13. The wireless apparatus of claim 9, wherein the target recipient information includes a locally determined channel characteristic for at least one of the first set of channels.

14. The wireless apparatus of claim 9, wherein the data rate is a frame quality indicator.

15. The wireless apparatus of claim 9, wherein the wireless apparatus comprises one of a plurality of devices scheduled by a packet data channel to receive packet data services concurrently.

16. The wireless apparatus of claim 9, wherein the coding information is predetermined by the means for sending and is used to encode the packet data, and wherein the wireless apparatus further comprises:

means for decoding received packet data.

17. A method operational on a wireless receiver to receive packet data via at least one of a first set of channels, comprising:

receiving messages via a signaling channel and to determine target recipient information and coding information from a received message identifying a target recipient, the target recipient being at least one of a plurality of recipients, the signaling channel being separate from the first set of channels;

calculating a data rate for receiving packet data over the at least one of the first set of channels in accordance with the target recipient information and the coding information, and in accordance with a calculation based on a received pilot signal, the calculation based on the received pilot signal comprising a signal-to-noise ratio calculated by the wireless receiver; and

sending the calculated data rate to a transmitting base station as a data request,

wherein the target recipient information comprises a broadcast-to-pilot ratio indicative of a total transmit power as compared to a power consumed for transmission of the received pilot signal.

18. The method of claim 17, further comprising:

storing packet data received via the at least one of the first set of channels; and

decoding data packets received if the wireless receiver is the target recipient identified by the received message and ignore data packets if the wireless receiver is not the target recipient.

19. The method of claim 17, wherein the target recipient information identifies multiple target recipients.

20. The method of claim 17, wherein the target recipient information includes a locally determined channel characteristic for at least one of the first set of channels.

21. The method of claim 17, wherein the data rate is a frame quality indicator.

22. A machine-readable medium having one or more instructions for receiving packet data via at least one of a first set of channels, which when executed by a processor causes the processor to:

receive messages via a signaling channel and to determine target recipient information and coding information from a received message identifying a target recipient, the target recipient being at least one of a plurality of recipients, the signaling channel being separate from the first set of channels;

calculate a data rate for receiving packet data over the at least one of the first set of channels in accordance with the target recipient information and the coding information, and in accordance with a calculation based on a received pilot signal, the calculation based on the received pilot signal comprising a signal-to-noise ratio calculated by a wireless apparatus; and

send the calculated data rate to a transmitting base station as a data request,

wherein the target recipient information comprises a broadcast-to-pilot ratio indicative of a total transmit power as compared to a power consumed for transmission of the received pilot signal.

23. The machine-readable medium of claim 22, wherein the processor is further caused to:

store packet data received via the at least one of the first set of channels; and

decode data packets received if the wireless apparatus is the target recipient identified by the received message and ignore data packets if the wireless apparatus is not the target recipient.

24. The machine-readable medium of claim 22, wherein the target recipient information identifies multiple target recipients.

25. The machine-readable medium of claim 22, wherein the target recipient information includes a locally determined channel characteristic for at least one of the first set of channels.

26. The machine-readable medium of claim 22, wherein the data rate is a frame quality indicator.

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